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APR 10 1959
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FLUID MILK DISTRIBUTION
in a Metropolitan Area

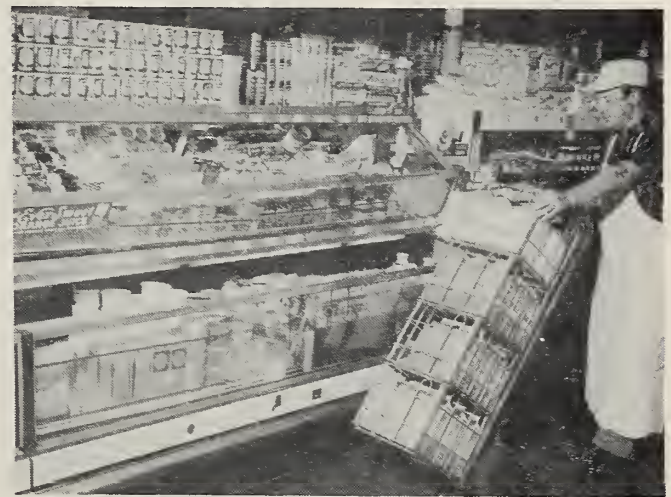
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SEPTEMBER 1958

Milk distribution in a metropolitan area involves making milk available to consumers where, when and how they want it. The profit on a single retail unit of milk is small and the competition is keen, so each distributing firm feels it must keep up its volume if it is to stay in business. As a result, each new idea in distribution which shows promise of increasing sales or reducing costs is quickly adopted by virtually every distributor, if it can be done in compliance with regulations of the Board of Health and contracts with labor unions. Paper containers, flavored milk, larger containers, distribution to factories and offices are examples of innovations in recent years. Pictures were taken for USDA's Agricultural Marketing Service.



N-25670--A well stocked dairy case can account for a good percentage of the dollar volume in a modern supermarket. In this Chicago store customers may choose milk in quart or half-gallon paper cartons or in glass gallon jugs.



N-25668--Truck driver for a Chicago dairy, brings a hand-cart of milk to the dairy case in a Chicago chainstore. Store sales account for about 70 percent of total sales of fluid milk in Chicago.



N-25665--Driver for a Chicago dairy delivers a gallon of milk to a home customer. Distributors have introduced gallon jugs to combat the decline in home delivery, now less than 25 percent of total milk sales in Chicago.



N-25663--Driver for a Chicago dairy places milk, butter-milk and chocolate milk in refrigerator in a Chicago restaurant.

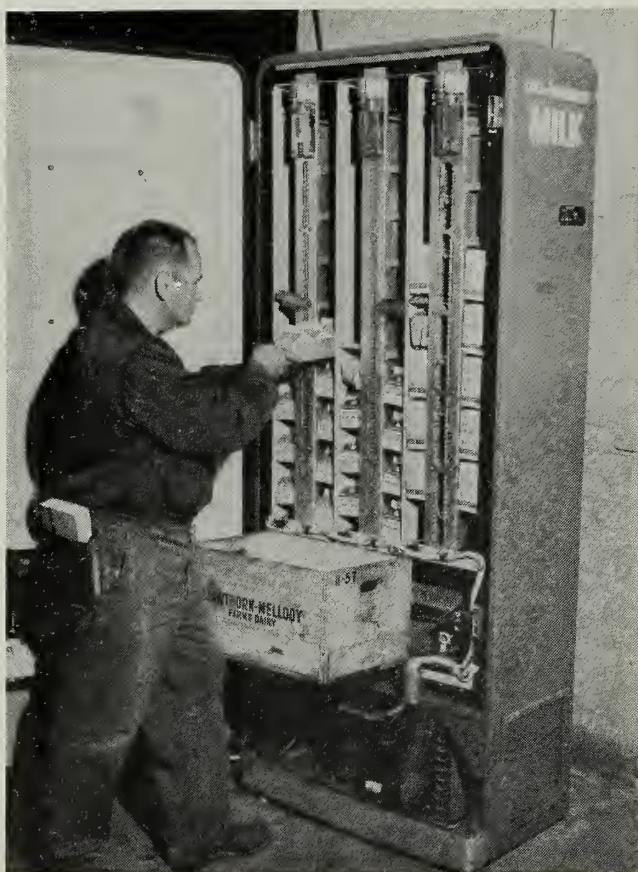
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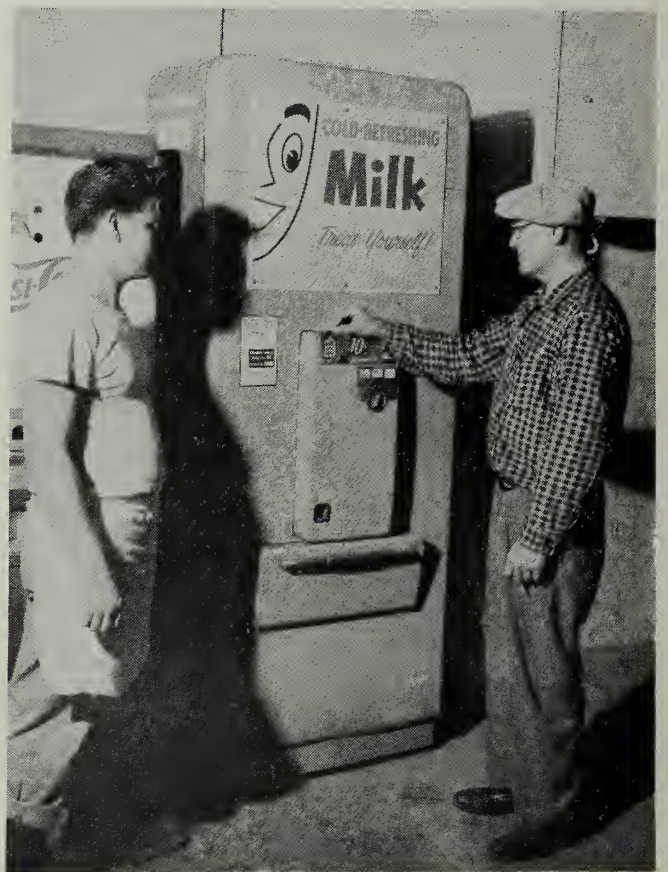
N-25653--Direct to customer. Driver for a Chicago dairy makes stops at several industrial plants which have no vending machines or refrigerated storage for milk. Here, sales are made directly to individual workers, as to this metal plant worker.



N-25666--Manager Louis Tatone of a supermarket on Chicago's West Side replaces milk in dairy case. Gallon containers, which are prohibited in some cities, account for about 30 percent of milk sales in Chicago; half-gallons make up 39 percent.



N-25661--Here, a driver services a vending machine in a Chicago laundry, with fluid milk, chocolate milk, and orange drink, all distributed by the dairy company.



N-25662--Laundry workers patronize the milk vending machine, which stands alongside a soft drink vending machine, during a morning break. There is evidence that much of the milk sold to workers by means of vending machines constitutes "plus" sales, milk that would not be consumed otherwise.